

Page Speed Optimization Checklist

Improve real-world speed without chasing scores that do not matter.



01

Quick wins

- ☐ Run a speed test on key pages
- ☐ Remove unused plugins or apps
- ☐ Check broken embeds / widgets
- ☐ Enable GZIP or Brotli compression
- ☐ Keep CMS, theme and plugins updated



02

Images & media

- ☐ Resize images before upload
- ☐ Use WebP or AVIF where suitable
- ☐ Lazy-load below-the-fold media
- ☐ Set explicit image dimensions
- ☐ Remove heavy background videos



03

CSS & scripts

- ☐ Minify CSS and JavaScript
- ☐ Delay non-critical scripts
- ☐ Reduce render-blocking resources
- ☐ Limit heavy animations / sliders
- ☐ Load only the fonts and weights needed



04

Hosting & caching

- ☐ Enable page caching
- ☐ Use a CDN where useful
- ☐ Check server response time (TTFB)
- ☐ Clean unnecessary database revisions
- ☐ Review hosting performance limits



05

Core Web Vitals

- ☐ Test important pages on mobile
- ☐ Improve LCP for main content
- ☐ Reduce layout shifts (CLS)
- ☐ Improve interaction responsiveness (INP)
- ☐ Re-test after major changes



06

Verification

- ☐ Review PageSpeed Insights
- ☐ Compare before / after
- ☐ Prioritize fixes by real impact
- ☐ Re-test top landing pages
- ☐ Monitor performance regularly

PRIORITY FIXES / NOTES
